#### (19) World Intellectual Property Organization International Bureau



## 

(43) International Publication Date 8 November 2001 (08.11.2001)

### PCT

# (10) International Publication Number WO 01/84457 A2

(51	International Patent	Classification?:	G06F 17/60

- (21) International Application Number: PCT/US01/40658
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AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU. CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM

HR. HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX.

MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.

patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European

patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE,

IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF,

(84) Designated States (regional): ARIPO patent (GH, GM. KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian

(22) International Filing Date:

3 May 2001 (03.05,2001)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data: 60/202,383

4 May 2000 (04.05.2000)

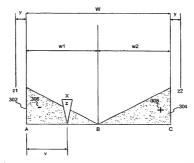
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- CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
- Published: without international search report and to be republished upon receipt of that report

[Continued on next page]

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(54) Title: APPARATUS AND METHODS OF VISUALIZING NUMERICAL BENCHMARKS



(57) Abstract: Methods and apparatus for visualizing numerical benchmarks are disclosed, wherein a display containing information relating to the general performance of a business in relation to its industry is created. The display incorporates the lower quartile value, the median value, and the upper quartile value of an industry. The display further incorporates the business ratio value. The display further includes indications of whether the business ratio value demonstrates good performance or poor performance of the business in relation to its industry. Thus, a user viewing the display can determine what a particular business' general performance is in relation to the lower quartile value, median value, and upper quartile value of its industry.